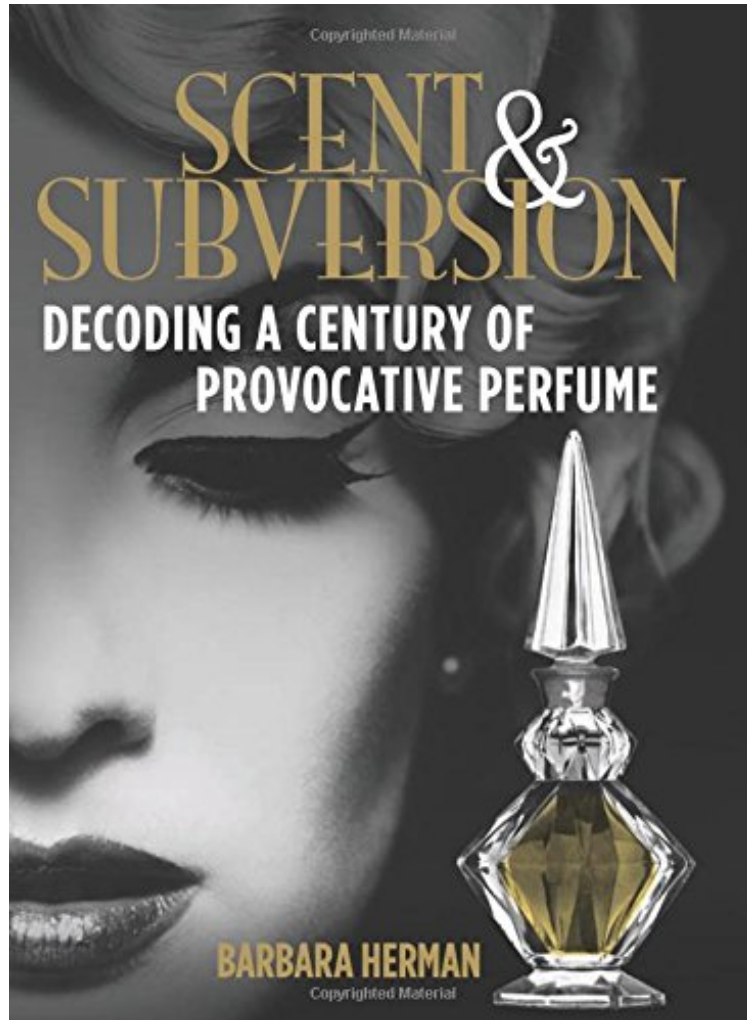


[Free download] Scent and Subversion: Decoding a Century of Provocative Perfume

## Scent and Subversion: Decoding a Century of Provocative Perfume

Barbara Herman

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**Barbara Herman : Scent and Subversion: Decoding a Century of Provocative Perfume** before purchasing it in order to gage whether or not it would be worth my time, and all praised Scent and Subversion: Decoding a Century of Provocative Perfume:

30 of 31 people found the following review helpful. A fantastic resource for vintage perfume loversBy RoBarbara Herman's outstanding book is a compendium of perfume reviews similar to Turin/Sanchez's "The Guide," only the reviews in this book are primarily for vintage scents, plus this book contains many charming pictures of old-school perfume ads. Vintage perfume lovers will find that the gang's all here with reviews of classics like Chanel No. 5 and Shalimar, to slightly more obscure groundbreakers like Tabac Blonde, Iris Gris, and Bandit. And drugstore classics, discontinued lovelies, and rare gems are included too, with scents like Toujours Moi, Djedi, Jovan Mink Pearls, Allysa

Ashley Musk oil, Loulou, Poeme, and so many more. The book's lengthy review section includes fragrances beginning in the 1800s all the way to the year 2000. You will know Barbara Herman from her popular vintage perfume blog, *Yesterday's Perfume*, and her mouthwatering descriptions and delightful turn of phrase are captured beautifully in the book's reviews. For example, this is from her review of Balmain's Vent Vert: "It sounds off with a bitter, verdant blast of galbanum like a trumpet's call, and shortly thereafter other flower notes run and swirl onto the stage like a ballet dancer in a production of Nijinsky's paganistic *The Rite of Spring*." Gorgeous, such an evocative description... The book also includes appendices including interviews with people in the perfume industry, a guide to animalic ingredients, a glossary of terms, and various other articles placed as bookends to the meat of the book, the reviews. As a vintage perfume wearer and lover, I'm so happy to have this resource. I strongly recommended it! 6 of 6 people found the following review helpful. Useful but Limited (for me) By Timothy Hallinan Fascinating look at the "meaning" of perfumes, with welcome attention to the evolution of popular taste in scents over the past 80-90 years. I would have given it a much higher rating if 1) there had been more overview text, as opposed to individual perfume reviews, which are interesting but not very communicative if you haven't got them handy to sniff, and 2) if she'd indexed by perfumers' names as well as name of perfume, manufacturer, etc. Of course, these are my preferences; this book is less useful to me as material than some others, but that might just be me. And I will say that her writing evokes scents in creative and persuasive ways. 3 of 3 people found the following review helpful. Good, but the blog is better By dragonfrog I really wanted to love this book, since I love vintage perfume and Barbara Herman's blog, "Yesterday's Perfume." But, I found this book quite disappointing. Many (most?) of the perfume descriptions are taken straight from the blog. I don't have a problem with that; it would be fine to have a hard copy of the information in the blog, and support the author. But, the book's descriptions of perfumes are shorter and less in-depth than the blog posts! IMO, many of the most interesting anecdotes and descriptions are missing. The book is pretty and fun to look at, but the blog has more depth and is a better resource.

*Let Scent and Subversion* take you for a whiff on the wild side of 20th century perfume. Perfume has been -- and continues to be -- subversive. By playing with gender conventions, highlighting the ripe smells of the human body, or celebrating queer and louche identities, 20th-century perfume broke free from the assumptions of the prior century, and became a largely unrecognized part of the social and style revolutions of the modern era. In *Scent and Subversion: Decoding a Century of Provocative Perfume*, Barbara Herman continues her irreverent, poetic, and often humorous analysis of vintage perfumes and perfume ads that she began on her popular blog *YesterdaysPerfume.com*. The book features descriptions of over 300 perfumes, starting with *Fougère Royale* (1882) and ending with *Demeter's Laundromat* (2000). Lavishly illustrated with more than 100 vintage perfume ads, it will also regale you with essays on scent appreciation, a glossary of important perfume terms and ingredients, and tips on how to begin your own foray into vintage and contemporary perfume. Herman also looks to the future through interviews with scent visionaries such as odor expert and "professional provocateur" Sissel Tolaas, punk perfumer Antoine Lie, and Martynka Wawrzyniak, the artist behind "Smell Me," the world's first olfactory self-portrait. The perfect book for perfume aficionados (aka "perfumistas") as well as connoisseurs of modern fashion and design, feminist and LGBTQ historians, and fans of vintage advertising.

"I believe that the effective use of perfume is a vital stepping stone in the art of creating glamour, and I've always sought out rare and distinctive perfumes. In *Scent Subversion*, Barbara Herman weaves an enchanting tapestry of words about the world's most spectacular perfumes, a must read for any sensualist or maestra of glamour." --Dita Von Teese, the queen of modern burlesque and creator of the fragrances *Dita von Teese*, *Rouge*, *Fleurteese*, and *Erotique* "It's impossible to overstate the importance of scent in your glamour arsenal. In *Scent Subversion: A Century of Provocative Perfume*, Barbara Herman tells you how to slip into multiple identities, define your narrative, and star in your own life." --Mx Justin Vivian Bond, international cabaret superstar; author of *Tango: My Childhood, Backwards and in High Heels*; and co-creator of *The Afternoon of a Faun* perfume for *tat Libre d'Orange* "Scent and Subversion collects Herman's reviews, but its genius lies in putting them in chronological order based on when each perfume was first produced. This allows Herman to develop a theory of perfumes evolution in the course of the past century: review by review, evidence piles up. The story is about evolving gender roles and societal norms, from the smoky, sharp, groundbreaking fragrances of the twenties all the way to the watery, unisex 'office smells' of the nineties, and beyond . . . . According to Herman, when you pay attention to the narrative of how perfume actually smells, rather than how it is marketed, the story becomes delightfully non-linear." -- Emily Gould, *The New Yorker* "Barbara Herman is an oracle of social history, and her sacred vapor is vintage perfume. For Herman, perfume is a time machine that reveals each decade's particular obsessions with gender roles and sex. *Scent Subversion* explores how in the space of a century, women went from smelling like animals while behaving like ladies--to smelling like detergent while pretending they weren't animals. A rip-snorting olfactory perspective on 20th century culture, *Scent Subversion* is entertaining reading for fumeheads and casual sniffers alike, and destined to become a classic of perfume research." --Katie Puckrik, journalist, broadcaster, and perfume writer of

katiepuckkriksmells.com"Like writers who have understood history through painting, architecture, and music, Barbara Herman has laid out the 20th century through one of the most fascinating, personal, and innovative of lenses, the evolution of its olfactory art." --Chandler Burr, author of *The Perfect Scent* and creator and curator of the Department of Olfactory Art, Museum of Arts and Design, New York City Illustrated by vintage ads, Herman's decade-by-decade study is followed by engrossing interviews with 'scent visionaries, and tips on boosting expertise and creating a collection of classic scents. The book will delight perfume lovers. --Publishers Weekly"Barbara Hermans *Scent Subversion* (Lyons Press) is a tidy overview of perfumes and their marketing." --Cathy Horyn, *The New York Times*"Herman is a deft and inventive writer whose talent is to make the scents come alive in your minds nose. To a literary genre still hung over after an early overindulgence in bitchy snarkitude, her approach is welcome as a fresh breeze. This splendid little volume (it fits easily in the hand) is beautifully produced and generously illustrated with original color advertisements. --Avery Gilbert, *FirstNerve.com* and author of *What the Nose Knows* Barbara Herman has written a delightful book that offers a great value to anyone interested in perfume of the past and present. She educates us without preaching . . . and provides a treasure trove of information, both in prose and in images, as she has included a large number of vintage advertisements that are entertaining, revealing, and often very satisfying for those of us who are interested in design and culture of decades past. --Gaia Fishler, *TheNonBlonde.com*"In this book you will read about perfume set to music; this book is perfume set to words, erudite words that bespeak a mountain of research. Barbara has walked a long path, searching and researching. This is the book of her heart." --Jordan River, *thefragrantman.com* Barbara's book may be one of the more informative as well as entertaining books on the subject of perfume to come out yet. She covers many aspects: why the siren song of vintage fragrances spoke to her senses, aesthetically and viscerally; how she became embroiled in the Perfumed World; her examination of trends in the twentieth century, with examples/descriptions/impressions of several benchmark perfumes; the future of 'scent subversives,' including the more avant garde scientists/perfumers/seers among us; a beginner's guide to animalic notes from an historical perspective--and pointers on how to start ones own vintage collection. --Ida Meister, *Fragrantica.com*